

1. A method for promoting a mortgage lending service comprising the steps of:  
establishing mortgage financing with a customer; and in association with the step of establishing  
mortgage financing with the customer, providing the customer with use of a moving van.

2. The method of claim 1, wherein the moving van is provided to the customer at no  
additional charge.

3. The method of claim 1, further comprising the step of advertising the mortgage  
lending service on outer faces of the van.

4. The method of claim 1, further including the step of providing, at no additional charge,  
one or more of the following:

an appliance dolly;  
moving mats; and  
fuel for the moving van.

5. A method for promoting a mortgage lending service comprising the step of offering,  
by a mortgage lending service, free use of a moving van upon the establishment of mortgage  
financing with the mortgage lending service.